



Subject card

Subject name and code	ESSENTIALS OF MARKETING, PG_00058554						
Field of study	Economic Analytics						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2023/2024		
Education level	first-cycle studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Part-time studies (on-line)		Mode of delivery		blended-learning		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department Of Marketing -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskieį						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Natalia Przybylska				
	Teachers		Wojciech Kowalczyk				
			dr Natalia Przybylska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	8.0	0.0	0.0	0.0	16
	E-learning hours included: 12.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	16		10.0		74.0	100
Subject objectives	Identifies basic assumptions for marketing activities and tools used in business practice that determine effective marketing decision making.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U01] Analyzes and evaluates economic and social processes in the context of their potential improvement, conducting a critical assessment and synthesis of the information used		explains what factors are considered in designing a marketing strategy		[SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information		
	[K6_W04] Possesses advanced knowledge of the principles of creative and entrepreneurial action, including identifying and implementing innovative ideas while considering copyright protection requirements.		plans marketing strategy and tactical-operational activities taking into account the company's external environment and internal conditions		[SW1] Assessment of factual knowledge		
Subject contents	Introduction to marketing. Evolution, concepts and terms of marketing.Marketing system and its elements. The concept of market.Micro and macroenvironment. Segmentation and target market. Clients and their behavior. Mission and marketing strategies. Marketing mix - 4P. Product. Price. Distribution. Promotion.						
Prerequisites and co-requisites	none						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	exercises	60.0%	20.0%
	test	60.0%	80.0%
Recommended reading	Basic literature	Kotler, Ph., Keller, K. L. (2017). Marketing. Poznań: Dom Wydawniczy Rebis Kotler, P. (2008). Marketing. Poznań: Dom Wydawniczy Rebis	
	Supplementary literature	Kotler, Ph., G. Armstrong, J. Saunders, V. Wong (2002). Marketing. Podręcznik europejski. Warszawa: PWE. Kotler, Ph., Setiaw I., Hermawan K. (2017). Marketing 4.0 Era cyfrowa. Warszawa: MT Biznes Kotler, Ph., Setiaw I., Hermawan K. (2021). Marketing 5.0 Era cyfrowa. Warszawa: MT Biznes Drapińska, A. (2020). Marketing relacji we współczesnym świecie Gdańsk.: Wydawnictwo PG.	
	eResources addresses	Adresy na platformie eNauczanie: Podstawy marketingu Analityka Gospodarcza Niestacjonarne 2024_online - Moodle ID: 36563 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=36563	
	Example issues/ example questions/ tasks being completed	market segmentation, product levels, marketing strategy	
Work placement	Not applicable		

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